

## Karuizawa, Nagano

# Hoshino Resorts BEB5 Karuizawa

### Opening February 5, 2019

Hoshino Resorts (Location: Karuizawa, Nagano Prefecture, Representative: Yoshiharu Hoshino) will open the brand new “Hoshino Resorts BEB5 Karuizawa” in Karuizawa, Nagano Prefecture, on February 5, 2019. Like a night at one’s best friend’s house, this is a laid-back hotel free from time constraints and obligations. With an always-open public space, be yourself and cultivate your own favorite vacation, spending time exactly and only how guests would like.



### Like your best friend’s house, a laid-back hotel where you can be yourself

Travel is full of discovery and surprise, and it’s only during one’s younger years that they can fully experience the suspense of a new adventure—recognizing this, Hoshino Resorts wants people in their 20’s to enjoy travel more, and aims to support this generation’s future adventures with Hoshino Resorts BEB5 Karuizawa.

Unlike the rigid scheduling and constraints of a traditional hotel or ryokan, BEB5 Karuizawa is a laid-back hotel where one can tailor one’s trip however they like. Coming whenever, relaxing in the lounge and talking the night away over a few beers, then falling asleep before one knows it—the next day, guests can wake up and decide the day’s plans as it goes.

### BEB5 Karuizawa’s “Anti-Rules”

#### Anti-Rule #1 Kick back and relax with your own refreshments at TAMARIBA Lounge

“TAMARIBA” is a public space consisting of a lounge surrounded by a spacious wooden deck. While BEB offer refreshments including craft beers, original blend coffee bringing out the fresh taste of Karuizawa water, sweets, and bakery items, guests are free to bring their own drinks and snacks they discover at any of the unique shops around the local area.

Guest can spend as much time as they would like in their favorite spot, whether in a fancy dress or your comfiest pajamas! As the sky turns dark and the bonfire light glows brighter, people and nature are drawn in by the sounds of music, sometimes drifting off into slumber.

### **Anti-Rule #2 Have breakfast where you like, when you like**

Even if one stay up all night and sleep in through morning, there's no closing time for the café, so breakfast time is whenever one wake up. Whether while laying back in bed or listening to bird calls outside at TAMARIBA, breakfast is where the guests want it to be, with or without a table and chairs.

Afterwards, guests can visit the nearby onsen, head out shopping, or simply go back for a mid-morning nap. Guests will not have to worry when they are little late for check-out time. Even after check-out, they can enjoy time at the TAMARIBA lounge for the rest of the day.

### **Anti-Rule #3 No need for reservations! Play according to the current mood**

BEB recommends activities based on guest's mood at that very moment, so if they want something fun to do, feel free to try one of them out! BEB is developing activities that one can enjoy on a whim, with no need for prior reservations, so stay tuned!

### **Anti-Rule #4 Relax barefoot in tatami-floored guest rooms**

In the tatami-floored YAGURA Rooms, built in the style of traditional Japanese wooden scaffolding, one can kick off their shoes and stretch out without a care in the world, just like in a secret treehouse hideout.

### **Anti-Rule #5 Enter the onsen at any time and as often as you like**

When staying at BEB5 Karuizawa, enter the Hoshino Resorts Tombo-no-yu onsen, walking distance from the hotel, for only 500 JPY. Whether at night or in the morning, enjoy the refreshing hot spring waters of the spacious onsen.

## **Karuizawa Hoshino Area Highlights**

BEB5 Karuizawa is located in a corner of the Karuizawa Hoshino Area, full of restaurants and shops to stroll around at your own pace.

- Tombo-no-yu: An all-natural onsen famous for its skin-beautifying waters and outdoor bath
- HARUNIRE Terrace: A hub with 16 unique shops and restaurants
- Sonmin-Shokudo: Casual Japanese-style dining featuring set meals and a-la-carte dishes
- Picchio: Exciting eco-tours through forest nature led by expert guides
- KERA-IKE Ice Rink: An ice rink on a lake frozen in the middle of the forest, open during autumn and winter.

## **Facility Overview “Hoshino Resorts BEB5 Karuizawa”**

Name: Hoshino Resorts BEB5 Karuizawa

Address: Hoshino, Karuizawa-machi, Kita-sakugun, Nagano 389-0195

Facilities: Guest rooms, TAMARIBA public space (café, outdoor terrace, library), Shop (\*limited to guests)

Number of Rooms: 73

• YAGURA Room: For 3 people • 19.8m<sup>2</sup> (40 rooms)      • Twin Room: For 2 people • 19.8m<sup>2</sup> (32 rooms)

• Universal Room: For 2 people • 29.7m<sup>2</sup> (1 room)

Price: From 9,000 JPY per person for one night, one room stay (from 18,000 JPY per room)

\*Tax and service charges included. Meals separate.

Access: 15 minutes by Seibu Kanko bus or taxi from JR Karuizawa Station

URL: <https://beb-hotels.com/karuizawa/>

## **Introduction to Hoshino Resorts and the History of Karuizawa**

Hoshino Resorts operates 37 properties in and outside of Japan, focusing on four main brands: HOSHINOYA luxury flagships, RISONARE western-style resorts, KAI traditional ryokan, and OMO urban sightseeing hotels.

1914 Hoshino Onsen Ryokan opens in Karuizawa

1974 Area is designated as National Wild Bird Forest in Karuizawa (nation's first)

1992 Picchio, offering natural eco-tours, is established

1995 Karuizawa Hotel Bleston Court opens

2002 Hoshino Resorts Tombo-no-yu and Sonmin-Shokudo open

2005 HOSHINOYA Karuizawa opens

2009 Karuizawa Hoshino Area daytrip area HARUNIRE Terrace opens